

**FOR IMMEDIATE RELEASE**

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Advanced Vision Technology Inc.

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**AVT PRESENTS MARKET LEADERSHIP  
THROUGH PARTNERSHIP AND INNOVATIVE SOLUTIONS  
AT LABELXPO EUROPE**

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**Live Product Demonstrations at AVT and at 9 Partners' Stands  
Show End-to-End Solutions for Entire Production Workflow**

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**HOD-HASHARON, ISRAEL, September 26, 2007** — Advanced Vision Technology (AVT) is introducing its enhanced 100% automatic inspection solutions as well as its entire line of workflow solutions for the label and narrow web market, at 10 different locations throughout the show. Visitors to the show can see live demonstrations of AVT's solutions at the AVT booth as well as at an additional 9 partner booths, running on various presses and rewinders from leading suppliers including **Arpeco, CDS, Gallus, Gidue, Karlville, Leomat, Mark Andy, OMET, Prati and Rotoflex**. This incomparable presence demonstrates AVT's leading position in the label market, and the acceptance level of its automatic inspection solutions by both printers and machinery manufacturers.

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### **Enhanced and new solutions improve printers' bottom lines**

During the show, AVT is demonstrating the new enhanced version of the PrintVision/Helios including improved capabilities that take ease of use one step further. In addition, AVT is demonstrating a new PrintVision/Helios add-on module named **JobRef**. This unique and innovative solution enables pre-production verification by comparing the job on-press to the pre-press digital PDF file. This comparison enables press operators to ensure that the job is correct in terms of content, including text, language and graphics, as well as detecting problems in the printing plates. Costly mistakes can, therefore, be prevented before production starts.

### **Keeping an eye on the entire workflow**

Through continued dialogue with printers and machinery manufacturers, AVT developed a set of workflow solutions that address the quality control requirements throughout the entire label production process.

During the show, AVT is demonstrating its quality management solutions that enable collecting and recording job quality data while controlling its effective use during the finishing stage. **PrintFlow Manager** offers remote comprehensive quality data management, delivered to the desktops of print managers so that they can monitor and analyze production quality and make informed decisions. **WorkFlow Link** uses the job/roll quality data gathered on-press to control the rewinder, ensuring the effective removal of defective material before shipment to customers.

### **AVT solutions throughout the show**

Visitors to the show can have a live demonstration of AVT solutions at the following locations:

**AVT - Stand 6I70** including:

- PrintVision/Helios installed on Rotoflex VSI rewinder with the new JobRef module, as well as clear-on-clear and reflective material support modules.

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- PrintVision/Helios installed on Mark Andy VSR300 rewinder with JobRef module and clear-on-clear and reflective substrate inspection capabilities. This rewinder is also fitted with a WorkFlow Link solution that uses defect information collected on the press during the printing of the run to control the rewinder and enable the efficient removal of defective material.
- PrintVision/Helios installed on Leomat Junior rewinder with JobRef module, clear-on-clear, reflective inspection capabilities and WorkFlow Link solution.

Also demonstrated on the AVT stand are PrintFlow Manager and the ProoFit off-line Job verification solution.

**Arpeco – Stand 6H20** – PrintVision/Helios installed on Arpeco Tracker Premier rewinder with reflective and clear-on-clear inspection capabilities and with the new JobRef module.

**CDS Italia s.r.l. – Stand 7N20** – A PrintVision/Helios installed on a CDS rewinder with reflective and clear-on-clear inspection capabilities and the new JobRef module.

**Gallus AG – Stands 5B50** – A PrintVision/Helios installed on a Gallus RCS press with reflective and clear-on-clear inspection capabilities and with the new JobRef module and WorkFlow Link solution.

**Gidue S.p.A. – Stands 6H90, 6H80** – A PrintVision/Jupiter with IΔEal inline color measurement solution installed on a Gidue Athena™ press along with a PrintVision/Helios with reflective and clear-on-clear inspection capabilities and with the new JobRef module.

**Karlville Development – Stand 12X20** – A PrintVision/Helios installed on shrink sleeve finishing equipment. The PrintVision/Helios has reflective and clear-on-clear inspection capabilities as well as incorporating the new JobRef module.

**Mark Andy, Inc. – Stand 5C10** – A PrintVision/Helios installed on a Mark Andy VSR300 rewinder with capabilities to inspect reflective materials and clear-on-clear applications. The system also includes AVT's new JobRef module and WorkFlow Link solution. A second PrintVision/Helios, also with reflective and clear-on-clear inspection capabilities, is installed on a Mark Andy XP5000 press.

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**OMET s.r.l. – Stand 7L100** – A PrintVision/Helios installed on an OMET Variflex 530 press equipped with reflective and clear-on-clear inspection capabilities and with the new JobRef module.

**Prati s.r.l – Stand 5C60** – A PrintVision/Helios installed on a Prati Saturn 400 rewinder with reflective and clear-on-clear inspection capabilities and with the new JobRef module.

**Rotoflex International, Inc. - Stand 5C30** - A PrintVision/Helios installed on a Rotoflex HSI rewinder with capabilities to inspect reflective materials and clear-on-clear applications. The system also includes AVT's new JobRef module.

#### **About AVT**

Advanced Vision Technology develops and manufactures automatic inspection systems for web applications in the packaging, labels, forms and converting sectors. As of today, more than 1,600 PrintVision systems are installed worldwide.

Advanced Vision Technology's headquarters and manufacturing facility is located in Hod-Hasharon, Israel. The company employs 130 people worldwide. AVT is a public company listed in the Prime Standard of the Frankfurt Stock Exchange. The company is based in Israel, with marketing, sales and support offices in the United States, Europe and China.

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#### **NOTE TO EDITORS:**

*AVT will be hosting a press conference at Labelexpo Europe on Thursday, September 27<sup>th</sup> at 3.00 p.m. to which you and your colleagues are cordially invited.*

*Appointments for one-to-ones with senior AVT personnel are also available.*

*To schedule an appointment, please visit the AVT stand.*